

Dear Members,

I'm not ashamed to say it, I was a virgin..... I've worked at Citroën for over 2 years but I was a virgin and not just in one sense, but two!

Frankly, I'd never driven a classic Citroën and I'd never attended a Cit-In.

In April all that changed when I drove my first classic Citroën, Loui Burkes (brave man) elegant, sophisticated and beautifully presented Black 1952 Traction.

What a revelation, the torque, the handling, the simplicity and the brakes (well, maybe not the brakes). I wasn't quite prepared for what I was getting into with the Cit-In, I didn't know what to expect, I didn't know if I'd enjoy the experience and I certainly wasn't prepared for the passion that was on show.

What I found at my first Cit-In was nothing short of a revelation, the enthusiasm, dedication and commitment to the Citroën brand was... not amazing (because its expected from Citroën owners), but heartwarming. There was and is a genuine love from the attendees for their cars and the brand. The cars were spectacular, a badge of honor for their owners and a mark of pride for me as the National Sales Manager.

It's hard to choose a favorite, the Cheekie (White/Blue and White/Green) 2CV's, the Bronze SM defined French charisma, or even the Yellow DS which typifies French avant-gardeness.

All the attendees were passionate and engaged with their special Citroëns, but I notice when asked about their daily drive Citroën wasn't the most featured marque.

Initially I was puzzled by this but on further thinking I can understand. When Sime Darby took over Citroën two years ago the brand hadn't been very well cared for, the product offering wasn't competitive and quite frankly Citroën just wasn't offering the product or support services people wanted.

Today, I'm pleased to say that has changed and Citroën can now boast class leading specification, a number of new or refreshed models and an industry leading 6 year warranty and service program.

It's time for all Citroën car club members to show their passion in their daily drive by making that car a Citroën.

To help you in the decision making process and to give a little back for the passion and commitment you have for the brand, Citroën Australia will give all club members a \$1,500 (inc gst) bonus on any new or demo Citroën bought.

I know that it may sound like a sales pitch, but it's not – if it weren't for you, I wouldn't have ticked two items off my bucket list and I certainly wouldn't be energized by the enthusiasm and passion that you all demonstrate for the brand I sweat over every week.

Regards,



Shaun Mackle

National Sales Manager

CITROËN AUTOMOBILES AUSTRALIA

Heritage Office Building A, Campus Business Park, 350 Parramatta Road, Homebush NSW 2140

Locked Bag 206, Silverwater NSW 1811 www.Citroën.com.au

Citroën Automobiles Australia is a division of Sime Darby Motors Wholesale Australia Pty Ltd ABN 58 116 052 75